

Abstract of the Disclosure

A method of evaluating buyer information for sale to potential manufacturers, merchants, sellers, and the like reduces marketing costs through higher customer conversion rates and improved customer satisfaction. The customer information is priced using an inventive pricing algorithm. An information exchange is established to facilitate clients bidding on the information in the form of packets that contain a rich profile of the customer. Purchase of the information by the client (i.e., buyer) affords access to a circle of influence. Access to the information and the circle of influence allows the clients to own, know, and influence the customer at a critical time in the purchasing cycle, thereby creating a paradigm shift in managing customer demand and influencing customer decisions. In operation, the method reduces marketing costs through higher customer conversion rates and improved customer satisfaction. The model measures the value of information being made available to a vendor prior to purchase along with preferences, reflecting the usefulness of the information.